

A composite image featuring a night-time skyline of Charlotte, North Carolina, with illuminated skyscrapers like the Bank of America Corporate Center. The lower portion of the image shows a blurred light trail of a highway at night, overlaid with a semi-transparent white banner containing text and a logo.

**CHARLOTTE  
BUSINESS**

**INC**CLUSION  
ADVISORY COMMITTEE

**City of Charlotte Economic Development Committee Meeting  
October 26, 2017**

# Introduction

## **Charlotte Business INClusion Advisory Committee** **Established January 2017**

- Who we are
- Our Charge
- Activities and  
Successes
- Next Steps

# We are charged with...

- Reviewing MWSBE utilization and participation on City contracts
- Providing recommendations and advice to City Council on ways the City can enhance diversity and inclusion of MWSBEs in City contracting and procurement
- Providing a forum of CBI stakeholders to raise issues, and providing input into CBI Policy recommendations
- Advising the City of business community conditions that may affect business-government relations
- Serving on future City Disparity Study Advisory Committees



# Committee Members

Stephane Berwald, Chairwoman	Metrolina Minority Contractors Association (MMCA)
Edison Cassells, Vice Chairman	At-Large
James Clayton	At-Large Prime Construction Company
Gary Young	Charlotte Black Chamber of Commerce (CMBCC)
Vinroy Reid	At-Large Prime Construction Company
Christopher Socha	At-Large Prime Construction Company
Tiffani Teachey	At-Large Charlotte Chamber of Commerce
William Stricker	Carolina Association of General Contractors (CAGC)
Vilma Betancourt	National Association of Women Business Owners (NAWBO)
Jefferson Ovalle	Latin American Chamber of Commerce (LACC)
Marvin Reyes	Hispanic Contractors Association (HCAC)
Shobha Rajpal	Carolinas Asian-American Chamber of Commerce
Steven Bimbo	At-Large
Gregory Williams	At-Large Professional Services Company
Walter Baucom III	Metrolina Native American Association

# Activities & Successes

## March

- Oath of Office
- Understanding of charge

## April

- Policy Review
- Strategic Objectives Committee

## May

### **Introduced Strategic Objectives**

- Dynamic Opportunity
- Strategic Development
- Measured Sustainability

### **Formed Sub-task Committees**

- Certification
- Policy
- Goal Setting

## June & July

- Sub-Task Committee meetings
- Retreat

## August & September

- Reviewed Retreat results
- Formed New Committees

# Strategic Objectives

## Dynamic Opportunity

- Gain a grasp on the "job readiness" of MWSBEs through informal and formal capability assessments (*including portfolio, size, target focus, scope capabilities, and qualifications*)

## Integrated Development

- Enhance development opportunities for the MWSBEs both pre- and post-bid (*bid debriefings, technical assistance*)

## Measured Sustainability

- Set and measure the economic development impact of MWSBE's
- Ensure MWSBE's are positioned for foundational stability and long term contribution to the region (*goal setting, opportunities, education*)

# Sub-Task Committees



Certification Committee

# Certification Committee

## Committee Charge:

- Walk through the current certification process
- Understand the significance of each question on the application and how it applies to certifying a company as SBE
- Determine if the current application has barriers to certification
- Identify areas for improvement
- Review and understand the MWBE/HUB Certification process and how it is applicable to the CBI program
- Review which certifications are MBE, SBE, WBE and how they are applicable to the CBI program
  - Why get certified?
  - How long does the process certification process take and why?
  - How does the city recruit new companies, etc.

## Success:

- Developed a streamlined certification process without barriers for MW/SBE companies that collects the most pertinent information for certification

# Sub-Task Committees



# Goal Setting Committee

## Committee Charge:

- Understand the difference between informal and formal bids
- Understand how goals are established (using the City's matrix)
- Know when goals are established and when they are not
- Know why some goals are negotiated and others are hard numbers
- Review Good Faith Efforts to know what steps companies should follow to try to achieve goals

## Success:

- Improve the goal setting formula, ensuring fairness in process

# Sub-Task Committees



# Policy Committee

## Committee Charge:

- Review the entire policy and make recommendations for improvement based on current policy and disparity study results (once released).

## Success:

- Make changes that improve the access to opportunities, capacity, and overall economic health and well-being of MWSBE companies.

# Findings

## **CERTIFICATION**

- Review classification of businesses (Gender, Race, Scope)
- Information requested but not utilized
- Personal Net Worth Requirements lower than Federal
- Remove fear of submitting financials
- Eliminate barriers to certification

## **GOAL SETTING**

- Review Good Faith Effort Process (required forms, point system)
- Informal vs. formal bid opportunities
- Review accuracy of data provided (scope/classification)
- Review goal setting process and methodology

## **POLICY**

- Review City policy for payment terms
- Review Good Faith Effort Process (realistic expectation & efforts)
- Review classification of MWSBE's (Scope)



**NEXT  
STEPS**

A weathered wooden signpost stands against a bright blue sky filled with soft, white clouds. The signpost is made of thick, greyish-brown wood. A rectangular sign is attached to it, featuring a hand-drawn, irregular border in a light brown or tan color. Inside this border, the words "NEXT" and "STEPS" are written in a bold, black, sans-serif font, stacked one above the other. The signpost itself has a simple, tapered top. The overall scene conveys a sense of direction and forward movement.

# Strategic Objectives Work Plan

## *Next 90 Days*

- Committees to identify 3-5 areas for improvement
- Provide recommendations for improvement
- Develop short-term (30-90 days) & long term (90+ days) objectives
- Determine “tools for success”
- Develop a measurement for success (Ex. Score card)
- Recommend a project that the CBIAC can do in conjunction with staff to impact its Strategic Objective (Ex. Stakeholders meeting)

# Continued Support

- Support our efforts and take our recommendations under consideration
- Ensure the CBI policy does not expire in December



ANY  
QUESTIONS  
?

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